

Brittany M. Kowalski

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EDUCATION

Doctor of Philosophy in Sociology May 2017-expected May 2021
West Virginia University, Morgantown, WV
Certificate in University Teaching

Master of Arts in Sociology August 2015-May 2017
West Virginia University, Morgantown, WV

Bachelor of Arts in Sociology and Catholic Studies August 2012-May 2015
Seton Hall University, South Orange, NJ
GPA 3.87, Magna cum Laude
Minor in Women and Gender Studies
Honors Program Graduate

DISSERTATION

Areas of Specialization

Social Psychology with an emphasis on Role Theory and Social Cognition; Gender; Inequalities; Intersectionality

Abstract

The purpose of my dissertation is to examine a potential source of bias in the content and completion of subjective evaluations—perceptions of target role congruity. Target role congruity refers to assessments an observer makes of whether or not the various roles a target person fills “fit” with one another. For example, a woman appearing person in a football uniform may be perceived of as being in a role incongruent sport. Specifically, I use social psychological theories to analyze the effects of faculty gender and other characteristics such as race, on student assessments of teaching (i.e., teaching evaluations). There is a plethora of research on teaching and about biases in student evaluations and researchers have shown that there are persistent gender and race biases. However, even with all the research available on student teaching evaluations, to my knowledge, there have not been studies that specifically address the effects of instructor role congruity on the content and completion of student evaluations of instructors. Through a three-part, mixed-methods study, I examine (1) the effect of perceived role congruity as a source of bias in subjective evaluations and (2) the effect of perceived role congruity on contributions to public goods such as the completion of voluntary subjective evaluations.

Advisory Committee

Dr. Lisa M. Dilks (chair), Dr. Melissa Latimer, Dr. Rachel E. Stein, Dr. Sharon Bird

MASTER'S THESIS

Title

Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student's Perception of Attractiveness

Abstract

Researchers have shown that both women and men with traits incongruent to their gender roles are viewed as less competent and are less acceptable than those whose traits conform to their gender roles. The present looks at the effect of role congruity between gender, occupational status and personality traits and the effect that this has on the evaluation of potential romantic partner attractiveness. Little research has looked at the effect of both status characteristics such as occupation or college major and personal traits such as personality, likes-dislikes or hobbies. A vignette experiment will be conducted in which college students will be asked to read a paragraph about a hypothetical peer and then answer survey questions that will assess whether or not they find the person to be an attractive romantic partner. Analysis of this data will help to show the effect that role congruence or incongruence in both occupational status and personality traits has on evaluations of attraction.

Advisory Committee

Dr. Lisa M. Dilks (chair), Dr. Melissa Latimer, Dr. Rachel E. Stein

ACADEMIC EMPLOYMENT EXPERIENCES

Graduate Research Assistant, Morgantown, WV September 2019-Present
Research on an NSF AGEPE EAGER Project #1935469 under Drs. Kasi Jackson and Sharon Bird

- Aggregated and collected data for a quantitative database
- Analyzed quantitative data using SPSS software
- Assisted with the collection of qualitative data including interviews and focus groups
- Coded and analyzed qualitative data using Dedoose software

Graduate Research Assistant, Morgantown, WV May 2018-September 2019
Managing Editor for Sociological Focus under Editor Dr. Rachel E. Stein

- Selected and invited peer reviewers for submissions made to the journal
- Compiled bi-annual reports for editorial board meetings
- Created and maintained the social media presence of the journal
- Assisted in other editorial tasks necessary for the quarterly publication of the journal

Graduate Assistant, Morgantown, WV May 2017-May 2018
Department of Sociology and Anthropology, West Virginia University under Dr. Rachel E. Stein,
Director of Graduate Studies and Dr. Corey J. Colyer, Director of Undergraduate Studies

- Assisted with the research for and writing of a formal progress report of the sociology graduate program
- Created surveys in Qualtrics to aid in quantitative analysis of various aspects of the sociology graduate program
- Graded assignments, tests, quizzes, papers, et cetera and maintained online gradebook for undergraduate courses

Graduate Research Assistant, Morgantown, WV May 2016-August 2016
 Department of Sociology and Anthropology, West Virginia University under Dr. Rachel Stein, Director of Graduate Studies

- Collaborated with Dr. Rachel Stein on a research project concerning American Amish communities
- Entered data on Amish communities including their movement patterns and other demographic characteristics

Graduate Teaching Assistant, Morgantown, WV August 2015-May 2017
 Department of Sociology and Anthropology, West Virginia University

- Assisted professors in the department with class preparation and execution
- Prepared and executed lectures for classes including:
 - SOCA 221—Sociology of the Family
 - SOCA 232—Criminology
 - SOCA 311—Social Research Methods
 - SOCA 346—Victimology
- Proctored and graded examinations including multiple choice and extended response formats
- Worked closely with the office staff for the department to ensure that all necessary tasks were completed

TEACHING EXPERIENCES

The University of Alabama, Tuscaloosa, AL August 2020-Present
 Part Time Instructor for the Department of Criminology and Criminal Justice

- Taught Introduction to Sociology
 - Fall 2020—1 section of 250 students
- Taught Criminal Justice Statistics
 - Fall 2020—1 section of 50 students

Pierpont Community and Technical College, Fairmont, WV January 2019-Present
 Instructor of Sociology

- Developed online curriculum for Introduction to Sociology
- Taught Introduction to Sociology
 - Spring 2020—1 section of 25 students
 - Fall 2019—2 sections of 25 students
 - Spring 2019—2 Sections of 25 students

Pierpont Community and Technical College, Fairmont, WV August 2018-November 2018
 Curriculum Development for the School of Human Service under Dean David Beighly

- Developed curriculum for Introduction to Sociology to be used by future sections of the course
- Wrote course schedules and assessments for Introduction to Sociology
- Converted face-to-face instructional materials to materials for online education

CONSULTING EXPERIENCES

ADVANCE Center, Morgantown, WV

August 2018

- Consulted on survey design for a grant funded research project
- Created a survey in Qualtrics to be used multiple times for data collection

Granville Community Survey, Granville, WV

May 2018

- Consulted on survey design for a community needs assessment
- Designed and implemented a survey in Qualtrics to assess community needs

PUBLICATIONS

Stein, Rachel E., Katie E. Corcoran, **Kowalski, Brittany M.**, and Corey J. Colyer. 2020. "Congregational Cohesion, Retention, and the Consequences of Size Reduction: A Longitudinal Analysis of an Old Order Amish Church." *Sociology of Religion*. <https://doi.org/10.1093/socrel/srz036>

Kowalski, Brittany M. and Christopher P. Scheitle. 2019. "Sexual Identity and Attitudes about Gender Roles." *Sexuality & Culture*. <https://doi.org/10.1007/s12119-019-09655-x>

Manuscripts Under Review

Dilks, Lisa M. and **Brittany M. Kowalski**. Gender Differences in Response to Role Incongruity: The Case of Partner Selection.

Kowalski, Brittany M. and R. Kyle Saunders. My Fellow Americans: Role Congruity of Presidential Candidates Impacts Public Perceptions.

Scheitle, Christopher P., **Brittany M. Kowalski**, Erin B. Hudnall, and Ellory Dabbs. Religion, Family, and Career among Graduate Students in the Sciences.

Stein, Rachel E., Katie E. Corcoran, Corey J. Colyer, and **Brittany M. Kowalski**. Familial Ties, Location of Occupation, and Congregational Exit in Geographically-Based Congregations: A Case Study of the Amish.

Manuscripts in Progress

Hilling, Alexis, Lisa M. Dilks, **Brittany M. Kowalski**, and Casey Snyder. The Impact of Gender on Campus Sexual Assault: Where Does Responsibility Lie?

Kowalski, Brittany M., Lisa M. Dilks, and Leah Oldham. No Candidate Left Behind: Role Congruity Effects on Perceptions of Political Candidates.

Kowalski, Brittany M., Sara Guthrie, Julia Wolf and Katie E. Corcoran. "I am more involved through social media": Exploring the Motivation and Means for Political and Social Activism in the United States.

Kowalski, Brittany M. and Lisa M. Dilks. What's Sex Got to Do with It? A Role Congruity Theory Approach to Examining Sex-based Sexual Practice Differences Among College Students.

Book Reviews

Kowalski, Brittany M. and Lisa M. Dilks. 2018. Book Review: American Hookup: The New Culture of Sex on *Campus*, Lisa Wade. *Psychology of Women Quarterly*.

Opinion Editorials

Kowalski, Brittany M. 2015, December 6. Having News Quickly Not as Important as Getting it Right. *The Intelligencer*, Wheeling, WV.

CONFERENCE PRESENTATIONS

2020

Religion, Family, and Career among Graduate Students in the Sciences. Accepted to present. Society for the Scientific Study of Religion and the Religious Research Association. (Conference format to be determined due to COVID-19)

No Candidate Left Behind: Role Congruity Effects on Perceptions of Political Candidates. Accepted to round table presentation for the Social Psychology Section Roundtables. American Sociological Association. (Cancelled due to COVID-19)

“What's Sex Got to Do with It? A Role Congruity Theory Approach to Examining Sex-based Sexual Practice Differences Among College Students.” Round table presentation. Sociologists for Women in Society Annual Winter Meeting. San Diego, CA.

2019

“I am more involved through social media’: Exploring the Motivation and Means for Political and Social Activism in the United States.” Round table presentation for the Section on Collective Behavior and Social Movements Refereed Roundtables. American Sociological Association. New York, NY.

“I am more involved through social media’: Exploring the Motivation and Means for Political and Social Activism in the United States.” Paper presentation. North Central Sociological Association. Cincinnati, OH.

“Academic ‘Storytelling’ and the Presentation of Self: Strategies for Using Personal Narratives.” Panel member. North Central Sociological Association. Cincinnati, OH.

“The Impact of Gender On Campus Sexual Assault: Where Does Responsibility Lie?” Round table presentation. Sociologists for Women in Society Annual Winter Meeting. Denver, CO.

2018

“Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Students’ Perception of Attractiveness.” Round-table presentation. American Sociological Association. Philadelphia, PA.

“Amish Gesellschaft: A Longitudinal Case Study of a Community.” Paper presentation. Amish and Plain Anabaptist Studies Association. Holmes County, OH.

“Major Influences: The Impacts of Gender Role Congruity on Attraction.” Paper presentation. West Virginia University’s Center for Women’s and Gender Studies Fireside Chat. Morgantown, WV.

“Kinship Networks and Their Effects on Community Membership.” Paper presentation. North Central Sociological Association. Pittsburgh, PA.

“My Fellow Americans: Role Congruity of Presidential Candidates Impacts Public Perceptions.” Paper presentation. North Central Sociological Association. Pittsburgh, PA.

“Pre-ABD: Strategies for Success.” Panel member. North Central Sociological Association. Pittsburgh, PA.

“Academia and Social Media: The Good, The Bad, and The Ugly.” Panel member. North Central Sociological Association. Pittsburgh, PA.

2017

“Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student’s Perception of Attractiveness.” Paper presentation. North Central Sociological Association. Indianapolis, IN.

“Analyzing the Costs of Nontraditional Choices: Role Congruity Theory and College Student’s Perception of Attractiveness.” Paper presentation. Seton Hall University’s Women and Gender Studies Conference. South Orange, NJ.

“Where Are They Now? or What Can You Do with a Minor in WMST?” Panel member. Seton Hall University’s Conference on Women and Gender. South Orange, NJ.

2016

“Analyzing the Costs of Nontraditional Choices: Gender Stereotypes of College Majors and Effects on Romantic Prospects. Round-table presentation.” North Central Sociological Association and Midwest Sociological Society joint meeting. Chicago, IL.

2015

“Queer Theory and the Catholic University.” Panel member. Seton Hall University’s Conference on Women and Gender. South Orange, NJ.

FUNDING AWARDED

- Office of Academic Affairs Doctoral Student Travel Grant January 2020
- Awarded \$400 by the Office of Academic Affairs and Sciences at West Virginia University to support conference travel to the Sociologists for Women in Society annual winter meeting
- Graduate and Doctoral Travel and Research Grant January 2020
- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the Sociologists for Women in Society annual winter meeting
- Graduate Student Travel Grant January 2020
- Awarded \$200 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the Sociologists for Women in Society annual winter meeting
- Rural Sociology Foundation Fund December 2018
- Awarded \$300 by the Rural Sociology Foundation at West Virginia University to support research project data collection
- Office of Academic Affairs Doctoral Student Travel Grant September 2018
- Awarded \$400 by the Office of Academic Affairs and Sciences at West Virginia University to support conference travel to the American Sociology Association annual meeting
- Graduate and Doctoral Travel and Research Grant September 2018
- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the American Sociology Association annual meeting
- Graduate Student Travel Grant September 2018
- Awarded \$300 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the American Sociology Association annual meeting
- Graduate and Doctoral Travel and Research Grant May 2018
- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the Amish and Plain Anabaptist Studies Association Conference
- Graduate Student Travel Grant May 2018
- Awarded \$200 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the Amish and Plain Anabaptist Studies Association Conference
- Alpha Kappa Delta Teaching and Learning Workshop Fellowship April 2018
- Awarded \$500 by Alpha Kappa Delta, international sociology honor society, in order to attend their pre-North Central Sociology Association conference workshop on teaching and learning
- Graduate and Doctoral Travel and Research Grant March 2017
- Awarded \$200 by the Eberly College of Arts and Sciences at West Virginia University to support conference travel to the Seton Hall University's Women and Gender Studies Conference

- Graduate Student Travel Grant March 2017
- Awarded \$200 by the Department of Sociology and Anthropology at West Virginia University to support conference travel to the Seton Hall University's Women and Gender Studies Conference
- Rural Sociology Foundation Fund February 2017
- Awarded \$200 by the Rural Sociology Foundation at West Virginia University to support master's thesis data collection

SERVICE

- North Central Sociological Association Undergraduate Student Awards Committee
Member October 2017-March 2018
- Read and scored undergraduate papers and assisted in the selection of awards winners
- North Central Sociological Association Student Committee September 2017-Present
Chair March 2019-March 2021
- Headed the student section for the North Central Sociological Association
 - Recruited students to serve on the committee
 - Facilitated dialogue between students from different universities
 - Lead the planning of student section sponsored events at the annual meeting
 - Coordinated and moderated the following sessions at the 2020 conference:
 - Dealing with Constant Crisis: Self-Care and Finding Community in Academia
 - De-Stressing the Application Process: Advice and Feedback Round Tables
- Member September 2017-March 2019
- Assisted with the planning and organization of student events at the North Central Sociological Association's annual conferences
 - Presented on panels organized by the committee targeted towards student members of the North Central Sociological Association
- Graduate Sociology Association, West Virginia University August 2015-Present
President May 2018-August 2019
- Called and headed meetings of the general members and executive board
 - Created a strategic plan for increasing member involvement and enjoyment
- Conference Committee Chairperson August 2017-May 2018
- Coordinated travel plans for graduate students attending the North Central Sociological Association conference
- Secretary August 2015-May 2017, August 2019-May 2020
- Created and managed the organization's email account and social media presence
 - Assisted in the execution and planning of a banquet for the Department of Sociology and Anthropology
 - Scheduled meetings and maintained constant communication between the executive board and general members
- Manuscript Reviewer
- Sociological Focus
 - Gender Issues

HONORS AND AWARDS

- Distinguished Graduate Student Paper Award, West Virginia University Department of Sociology and Anthropology April 2019
- Outstanding Master's Thesis Award Honorable Mention, West Virginia University Department of Sociology and Anthropology April 2019
- Most Outstanding Graduate Student of the Year, West Virginia University Department of Sociology and Anthropology April 2018
- Chosen by faculty committee from nominations made by faculty and graduate students
- Seidler Graduate Paper Competition, North Central Sociology Association April 2018
- Second place for the paper entitled *My Fellow Americans: How Role Congruity of Presidential Candidates Impacts Public Perceptions*
- Outstanding Graduate Teaching Assistant, West Virginia University May 2017
- Awarded by the Eberly College of Arts and Sciences for service to the Department of Sociology and Anthropology for the 2016-2017 academic year

ADDITIONAL SKILLS

- Proficient knowledge and use of Qualtrics survey design platform
- Proficient knowledge and skill in STATA statistical software
- Proficient knowledge and skill in RStudio statistical software
- Proficient at designing in Microsoft Publisher
- Proficient at social media, website design and other marketing experience
- Proficient knowledge of Banner software
- Proficient understanding of and certification in Quality Matters course requirements

PROFESSIONAL MEMBERSHIPS

- Society for the Scientific Study of Religion May 2020-Present
- Sociologists for Women in Society January 2019-Present
- Amish and Plain Anabaptist Studies Association May 2018-May 2019
- American Sociological Association January 2018-Present
- Social Psychology Section January 2018-Present
- Sex and Gender Section January 2018-Present
- Race, Class, Gender Section January 2019-December 2020
- North Central Sociological Association January 2016-Present

REFERENCES

References are presented in alphabetical order.

Sharon Bird, Professor of Sociology and Director of Women's and Gender Studies
West Virginia University
(304) 293-2065
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Lisa M. Dilks, Associate Professor of Sociology
West Virginia University
(304) 293-0455
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West Virginia University
(304) 293-2064
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S. Melissa Latimer, Professor of Sociology and Associate Provost for Faculty Development and Culture
West Virginia University
(304) 293-0270
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Rachel E. Stein, Associate Professor of Sociology and Director of Graduate Studies
West Virginia University
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